



125 West 55th St
New York, NY 10019

Contract # 25252537	Changes as of: 7/25/2016 at 9:49 AM	Version: Original Order	
CPE: //7584	Flight: 7/26/16 - 8/1/16	Station: KIMA	Total \$: \$6,240.00
Agency: SHORR JOHNSON MAGNUS	Advertiser: INSLEE, JAY	Market: Yakima	Total Spots: 82
SHORR JOHNSON MAGNUS 100 NORTH 20TH STREET SUITE 201 PHILADELPHIA PA 19103	Product: JAY INSLEE FOR WASHINGTON	Office: NEW YORK	Total CPP: \$0.00
Agency Order #:	Primary Demo: Adults 35+	Total GRP:	
Buyer: MICHAEL D' ETTORRE	Con Type: POLITICAL/VOTE		
Salesperson: JONATHAN VITTI 212-373-8256	Assistant: DEANA PEREZ 212-373-8269	Separation:	

Comments: NEW JAY INSLEE ORDER TO RUN 7/26-8/1.
PLEASE CONFIRM.

THANKS.

#	Day/Time	DP	Program	Rate	A35P Rating	Len	7/26 - 8/1								Total Spots	Total \$	CPP	GRP
							7/26	7/27	7/28	7/29	7/30	7/31	8/1					
1	M-F 6a-8a	EM	MORN ROTATION	\$62.00	0.0	30	1	1	1	1	0	0	1		5	\$310.00	\$0.00	0.0
2	M-F 5a-5:30a	EM	KIMA ACTION NW	\$10.00	0.0	30	1	1	1	1	0	0	1		5	\$50.00	\$0.00	0.0
3	M-F 5:30a-6a	EM	KIMA ACTION NW	\$20.00	0.0	30	1	1	1	1	0	0	1		5	\$100.00	\$0.00	0.0
4	M-F 7a-8a	EM	CBS THIS MORN	\$65.00	0.0	30	1	1	1	1	0	0	1		5	\$325.00	\$0.00	0.0
5	M-F 6a-6:30a	EM	KIMA ACTION NW	\$58.00	0.0	30	1	1	1	1	0	0	1		5	\$290.00	\$0.00	0.0
6	M-F 8a-9a	EM	CBS THIS MORN	\$15.00	0.0	30	1	1	1	1	0	0	1		5	\$75.00	\$0.00	0.0
7	M-F 3p-4p	EF	DR PHIL	\$50.00	0.0	30	1	1	1	1	0	0	1		5	\$250.00	\$0.00	0.0
8	M-F 11a-12n	DT	YOUNG&RESTLESS	\$50.00	0.0	30	1	1	1	1	0	0	1		5	\$250.00	\$0.00	0.0
9	M-F 10a-11a	DT	PRICE IS RIGHT	\$65.00	0.0	30	1	1	1	1	0	0	1		5	\$325.00	\$0.00	0.0
10	M-F 4p-5p	EF	JUDGE JUDY	\$65.00	0.0	30	1	1	1	1	0	0	1		5	\$325.00	\$0.00	0.0
11	M-F 5p-5:30p	EN	KIMA ACTION NW	\$190.00	0.0	30	1	1	1	1	0	0	1		5	\$950.00	\$0.00	0.0
12	M-F 6p-6:30p	EN	KIMA ACTION NW	\$200.00	0.0	30	2	1	1	1	0	0	1		6	\$1,200.00	\$0.00	0.0
13	M-F 11:30p-12:30a	LF	LATE SHOW	\$20.00	0.0	30	1	1	1	1	0	0	1		5	\$100.00	\$0.00	0.0
14	M-F 6:30p-7p	PA	INSIDE EDITION	\$100.00	0.0	30	1	1	1	1	0	0	1		5	\$500.00	\$0.00	0.0
15	M-F 11p-11:30p	LF	KIMA ACTION NW	\$80.00	0.0	30	1	1	1	1	0	0	1		5	\$400.00	\$0.00	0.0
16	M-F 7p-7:30p	PA	BIG BANG THEOR	\$180.00	0.0	30	1	1	1	0	0	0	0		3	\$540.00	\$0.00	0.0
17	Sa 5a-7a	WE	CBS EARLY SHOW	\$10.00	0.0	30	0	0	0	0	1	0	0		1	\$10.00	\$0.00	0.0
18	Su 6:30p-7p	WE	KIMA ACTION NW	\$130.00	0.0	30	0	0	0	0	0	1	0		1	\$130.00	\$0.00	0.0



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Agency: SHORR JOHNSON MAGNUS SHORR JOHNSON MAGNUS 100 NORTH 20TH STREET SUITE 201 PHILADELPHIA PA 19103	Advertiser: INSLEE, JAY	Market: Yakima	Total Spots: 82
	Product: JAY INSLEE FOR WASHINGTON	Office: NEW YORK	Total CPP: \$0.00
Agency Order #:	Primary Demo: Adults 35+	Total GRP:	
Buyer: MICHAEL D' ETTORE	Con Type: POLITICAL/VOTE	Separation:	
Salesperson: JONATHAN VITTI 212-373-8256	Assistant: DEANA PEREZ 212-373-8269		

#	Day/Time	DP	Program	Rate	A35P Rating	Len	7/26 - 8/1								Total Spots	Total \$	CPP	GRP
							7/26	7/27	7/28	7/29	7/30	7/31	8/1					
19	Sa 6:30p-7p	WE	KIMA ACTION NW	\$110.00	0.0	30	0	0	0	0	1	0	0		1	\$110.00	\$0.00	0.0
TOTALS:							17	16	16	15	2	1	15		82	\$6,240.00	\$0.00	0.0



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Agency: SHORR JOHNSON MAGNUS	Advertiser: INSLEE, JAY	Market: Yakima	Total Spots: 82
SHORR JOHNSON MAGNUS 100 NORTH 20TH STREET SUITE 201 PHILADELPHIA PA 19103	Product: JAY INSLEE FOR WASHINGTON	Office: NEW YORK	Total CPP: \$0.00
Agency Order #:	Primary Demo: Adults 35+	Total GRP:	
Buyer: MICHAEL D' ETTORRE	Con Type: POLITICAL/VOTE	Separation:	
Salesperson: JONATHAN VITTI 212-373-8256	Assistant: DEANA PEREZ 212-373-8269		

Special Instructions	
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Order Level Comments		
Date/Time	Added by	Comment
07/25/16 9:49 AM	KENNETH MIELE	NEW JAY INSLEE ORDER TO RUN 7/26-8/1. PLEASE CONFIRM. THANKS.

Competitive Information	
Market Budget:	\$14,182
KIMA Share:	44%
Comment:	
KAPP:	9%
KCYU:	2%
KNDO:	45%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
EM	18%	30	\$1,150.00	N/A	0.0
EF	9%	10	\$575.00	N/A	0.0
DT	9%	10	\$575.00	N/A	0.0
EN	34%	11	\$2,150.00	N/A	0.0
LF	8%	10	\$500.00	N/A	0.0
PA	17%	8	\$1,040.00	N/A	0.0
WE	4%	3	\$250.00	N/A	0.0
Total	100%	82	\$6,240.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Jul	67	\$5,190.00
2016-Aug	15	\$1,050.00
Total	82	\$6,240.00

Transaction History								
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg	Contract \$	Comment
Queued for Electronic Contracting	7/25/16 10:00 AM					\$0	\$0	
New	7/25/16 9:49 AM	KENNETH MIELE	New	82		\$6,240.00	\$6,240.00	

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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